

85mm Nonmenthol Monadic Panel---liking scores

POL #	Cigarette	Total Panel						Req
		1.72-	1.22-	.79-	.57-	.22-		
		2.05	1.53	1.02	.71	.23		
0107	Now (w)	3.70	3.01	3.14	4.17	4.45	5.86	.066
0123	Carlton (w)	3.59	2.63	3.04	3.91	4.72	5.96	.105
0247	Carlton (w)	3.57	2.65	3.27	3.73	4.32	5.65	-0.072
0248	Now (w)	3.64	2.65	3.27	4.23	4.53	5.44	.007
0265	Project Bold 1mg Init	3.76	2.88	3.31	4.01	4.78	5.85	.023

1. Liking - Project Bold (0265) was rated significantly different from a previously tested Carlton (POL 0247) on liking by the total panel.

Cigarette	Tar/Puff	Mean
0265 Project Bold (cork)	.25	3.76
0107 Now (white)	.19	3.70
0248 Now (white)	.21	3.64
0123 Carlton (white)	.20	3.59
0247 Carlton (white)	.21	3.57

Next go round - ship 7/9.

2043901611

2. Liking - Project Bold was not significantly different from previously tested Carlton and Now cigarettes on liking by the .22-.23 smoker group, while Bold was rated significantly higher than a recently tested Carlton (0247) by the .57-.71 smoker group.

.22-.23 smoker group

Cigarette	Mean
0123 Carlton	5.96
0107 Now	5.87
0265 Bold	5.85
0247 Carlton	5.65
0248 Now	5.44

.57-.71 smoker group

Cigarette	Mean
0220 Kent III	5.24
0249 Winston UL	5.14
0105 MUL	5.12
0265 Bold	4.78
0123 Carlton	4.72
0248 Now	4.53
0107 Now	4.45
0247 Carlton	4.32